



WXYZ

# ORDER

Print Date 09/24/12

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Flight Dates **10/09/12-10/15/12**

Contract / Revision      **305672 /**

Original Date / Revision  
07/24/12    09/18/12

Advertiser **Citizens for Affordable Qual**

Agency    **New Media Firm**

Buying Contact

**1322 G Street SE  
Washington, DC 20003**

Product

**Citizens for Affordable Quality Hon**

Agency Com    15%

Billing Contact

**1322 G Street SE  
Washington, DC 20003**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1540 Week 4**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo     | 100%   |            |          |

Order Share %      Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          |        |
| UNKWN             | 100%       |        |
| WADL              | %          |        |
| WDIV              | %          |        |
| WDWB              | %          |        |
| WJBK              | %          |        |
| WKBD              | %          |        |
| WLPC              | %          |        |
| WPXD              | %          |        |
| WTVS              | %          |        |
| WWJ               | %          |        |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount         | Gross Amount       | Rating      | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| October 2012  | 71         | \$60,010.00        | \$70,600.00        | 0.00        | 10/01/12   | 10/15/12 | 71      | \$60,010.00 | \$70,600.00  |
| <b>Totals</b> | <b>71</b>  | <b>\$60,010.00</b> | <b>\$70,600.00</b> | <b>0.00</b> |            |          |         |             |              |

| Ln  | Ch   | Start             | End             | Inventory Code                          | Break | Start/End Time    | Days      | Len | Spots | Rate        | Pri | Rtg           | Type | Totals |            |
|-----|------|-------------------|-----------------|---|-------|-------------------|-----------|-----|-------|-------------|-----|---------------|------|--------|------------|
|     |      |                   |                 |   |       |                   |           |     |       |             |     |               |      | Spots  | Amount     |
| E 1 | WXYZ | 10/09/12          | 10/15/12        | 430 AM News<br>7 Action News This Morni | CM    | 430a-5a           | 11111--   | :30 | 5     | \$150.00    | P-4 | 0.00          | NM   | 5      | \$750.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |           |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 10/08/12    | 10/14/12        | - 1111--                                |       | 4                 |           |     |       | \$150.00    |     | 0.00          |      |        |            |
|     |      | Week: 10/15/12    | 10/21/12        | 1-----                                  |       | 1                 |           |     |       | \$150.00    |     | 0.00          |      |        |            |
| E 2 | WXYZ | 10/10/12          | 10/12/12        | 5am News M-F<br>5am News M-F            | CM    | 5-6am M-F         | -- 1- 1-- | :30 | 2     | \$400.00    | P-3 | 0.00          | NM   | 2      | \$800.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |           |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 10/08/12    | 10/14/12        | -- 1- 1--                               |       | 2                 |           |     |       | \$400.00    |     | 0.00          |      |        |            |
| E 3 | WXYZ | 10/09/12          | 10/15/12        | GMA M-F 7-9am<br>M-F 7-9am              | CM    | 7-9am M-F         | 11111--   | :30 | 5     | \$900.00    | P-3 | 0.00          | NM   | 5      | \$4,500.00 |



WXYZ

Print Date: 09/24/12

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Contract / Revision **305672** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 07/24/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1540 Week 4**

|       |      |                   |                 |  |       |                |         |     |                   |             |     |               |      | Totals |            |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                             | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount     |
| E 3   | WXYZ | 10/09/12          | 10/15/12        | GMA M-F 7-9am<br>M-F 7-9am                 | CM    | 7-9am M-F      | 11111-- | :30 | 5                 | \$900.00    | P-3 | 0.00          | NM   | 5      | \$4,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -1111--                                    |       |                |         |     | 4                 | \$900.00    |     | 0.00          |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1-----                                     |       |                |         |     | 1                 | \$900.00    |     | 0.00          |      |        |            |
| E 4   | WXYZ | 10/13/12          | 10/13/12        | Action News SAT 6am<br>Action News SAT 6am | CM    | SAT 6-7am      | -----S- | :30 | 1                 | \$250.00    | P-4 | 0.00          | NM   | 1      | \$250.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -----S-                                    |       |                |         |     | 1                 | \$250.00    |     | 0.00          |      |        |            |
| E 5   | WXYZ | 10/13/12          | 10/13/12        | GMA SAT 7-8am<br>GMA SAT 7-8am             | CM    | SAT 7-8am      | -----S- | :30 | 1                 | \$350.00    | P-4 | 0.00          | NM   | 1      | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -----S-                                    |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| E 6   | WXYZ | 10/13/12          | 10/13/12        | Action News SAT 8am<br>Action News SAT 8am | CM    | SAT 8-9am      | -----S- | :30 | 1                 | \$350.00    | P-4 | 0.00          | NM   | 1      | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -----S-                                    |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| E 7   | WXYZ | 10/14/12          | 10/14/12        | GMA SUN 7-8am<br>GMA SUN 7-8am             | CM    | SUN 7-8am      | -----S  | :30 | 1                 | \$350.00    | P-4 | 0.00          | NM   | 1      | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -----S                                     |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| E 8   | WXYZ | 10/14/12          | 10/14/12        | Action News SUN 8am<br>Action News SUN 8am | CM    | Sun 8-930am    | -----S  | :30 | 1                 | \$350.00    | P-4 | 0.00          | NM   | 1      | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -----S                                     |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| E 9   | WXYZ | 10/09/12          | 10/15/12        | M-F 9a-10a<br>M-F 9a-10a                   | CM    | 9-10am M-F     | 11111-- | :30 | 5                 | \$500.00    | P-4 | 0.00          | NM   | 5      | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -1111--                                    |       |                |         |     | 4                 | \$500.00    |     | 0.00          |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1-----                                     |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| E 10  | WXYZ | 10/09/12          | 10/15/12        | M-F 10a-11a<br>M-F 10a-11a                 | CM    | 10-11am M-F    | 11-1--- | :30 | 3                 | \$400.00    | P-4 | 0.00          | NM   | 3      | \$1,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -1-1---                                    |       |                |         |     | 2                 | \$400.00    |     | 0.00          |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1-----                                     |       |                |         |     | 1                 | \$400.00    |     | 0.00          |      |        |            |
| E 11  | WXYZ | 10/09/12          | 10/15/12        | 12p Noon News<br>12n-1p                    | CM    | 12-1pm M-F     | 11111-- | :30 | 5                 | \$500.00    | P-4 | 0.00          | NM   | 5      | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -1111--                                    |       |                |         |     | 4                 | \$500.00    |     | 0.00          |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1-----                                     |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| E 12  | WXYZ | 10/10/12          | 10/12/12        | M-F 4-5pm<br>Dr. Oz                        | CM    | 4-5pm M-F      | --1-1-- | :30 | 2                 | \$900.00    | P-3 | 0.00          | NM   | 2      | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | --1-1--                                    |       |                |         |     | 2                 | \$900.00    |     | 0.00          |      |        |            |
| E 13  | WXYZ | 10/09/12          | 10/15/12        | 5p News<br>5-6pm M-F                       | CM    | 5-6pm M-F      | 11-1--- | :30 | 3                 | \$1,000.00  | P-4 | 0.00          | NM   | 3      | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -1-1---                                    |       |                |         |     | 2                 | \$1,000.00  |     | 0.00          |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1-----                                     |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| E 14  | WXYZ | 10/10/12          | 10/12/12        | 6p News<br>6-630pm M-F                     | CM    | 6-630pm M-F    | --1-1-- | :30 | 2                 | \$1,200.00  | P-3 | 0.00          | NM   | 2      | \$2,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |



WXYZ

Print Date: 09/24/12

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Contract / Revision **305672** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 07/24/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1540 Week 4**

|       |      |                   |                 |  |       |                 |              |     |                   |             |     |               |      | Totals |            |
|-------|------|-------------------|-----------------|--|-------|-----------------|--------------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                           | Break | Start/End Time  | Days         | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount     |
| E 14  | WXYZ | 10/10/12          | 10/12/12        | 6p News<br>6-630pm M-F                   | CM    | 6-630pm M-F     | -- 1- 1--    | :30 | 2                 | \$1,200.00  | P-3 | 0.00          | NM   | 2      | \$2,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                 |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -- 1- 1--                                |       |                 |              |     | 2                 | \$1,200.00  |     | 0.00          |      |        |            |
| E 15  | WXYZ | 10/09/12          | 10/15/12        | 7p News<br>M-F 7-730p                    | CM    | 7-730pm M-F     | 11- 1- ---   | :30 | 3                 | \$1,200.00  | P-3 | 0.00          | NM   | 3      | \$3,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                 |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | - 1- 1- ---                              |       |                 |              |     | 2                 | \$1,200.00  |     | 0.00          |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1- - - - -                               |       |                 |              |     | 1                 | \$1,200.00  |     | 0.00          |      |        |            |
| E 16  | WXYZ | 10/13/12          | 10/13/12        | Access Saturday<br>Sat 7-8pm             | CM    | 7-8pm Sat       | - - - - - S- | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                 |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | - - - - - S-                             |       |                 |              |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| E 17  | WXYZ | 10/14/12          | 10/14/12        | Early News Su<br>Su 6-630p               | CM    | 6-630pm Sun     | - - - - - S  | :30 | 1                 | \$750.00    | P-4 | 0.00          | NM   | 1      | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                 |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | - - - - - S                              |       |                 |              |     | 1                 | \$750.00    |     | 0.00          |      |        |            |
| E 18  | WXYZ | 10/10/12          | 10/12/12        | Access M-F 730-8pm<br>M-F 730-8pm        | CM    | 730-8pm M-F     | -- 1- 1--    | :30 | 2                 | \$1,800.00  | P-3 | 0.00          | NM   | 2      | \$3,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                 |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | -- 1- 1--                                |       |                 |              |     | 2                 | \$1,800.00  |     | 0.00          |      |        |            |
| E 19  | WXYZ | 10/09/12          | 10/15/12        | Late News M-Su<br>11pm Action News Updat | CM    | 11-1135pm M-Sun | 11- 1- 1-    | :30 | 4                 | \$2,000.00  | P-4 | 0.00          | NM   | 4      | \$8,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                 |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | - 1- 1- 1-                               |       |                 |              |     | 3                 | \$2,000.00  |     | 0.00          |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1- - - - -                               |       |                 |              |     | 1                 | \$2,000.00  |     | 0.00          |      |        |            |
| E 20  | WXYZ | 10/09/12          | 10/15/12        | M-F 1135p-1205a<br>Nightline             | CM    | 1135pm-1205am M | 11111- -     | :30 | 5                 | \$750.00    | P-4 | 0.00          | NM   | 5      | \$3,750.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                 |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | - 1111--                                 |       |                 |              |     | 4                 | \$750.00    |     | 0.00          |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1- - - - -                               |       |                 |              |     | 1                 | \$750.00    |     | 0.00          |      |        |            |
| E 21  | WXYZ | 10/09/12          | 10/15/12        | M-F 1205a-105a<br>Jimmy Kimmel Live      | CM    | 1205am-105am M  | 11111- -     | :30 | 5                 | \$250.00    | P-4 | 0.00          | NM   | 5      | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                 |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | - 1111--                                 |       |                 |              |     | 4                 | \$250.00    |     | 0.00          |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1- - - - -                               |       |                 |              |     | 1                 | \$250.00    |     | 0.00          |      |        |            |
| E 22  | WXYZ | 10/09/12          | 10/15/12        | M-F 106a-206a<br>M-F 106a-206a           | CM    | 106am-206am     | 11111- -     | :30 | 5                 | \$150.00    | P-4 | 0.00          | NM   | 5      | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                 |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | - 1111--                                 |       |                 |              |     | 4                 | \$150.00    |     | 0.00          |      |        |            |
| Week: |      | 10/15/12          | 10/21/12        | 1- - - - -                               |       |                 |              |     | 1                 | \$150.00    |     | 0.00          |      |        |            |
| E 23  | WXYZ | 10/13/12          | 10/13/12        | SA 1130p-1230a<br>SA Greys               | CM    | 1130pm-1230am   | - - - - - S- | :30 | 1                 | \$250.00    | P-4 | 0.00          | NM   | 1      | \$250.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                 |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | - - - - - S-                             |       |                 |              |     | 1                 | \$250.00    |     | 0.00          |      |        |            |
| E 24  | WXYZ | 10/14/12          | 10/14/12        | Sports Update 1130-12n<br>SU 1130p-12a   | CM    | 1130pm-12am     | - - - - - S  | :30 | 1                 | \$550.00    | P-4 | 0.00          | NM   | 1      | \$550.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                 |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 10/08/12          | 10/14/12        | - - - - - S                              |       |                 |              |     | 1                 | \$550.00    |     | 0.00          |      |        |            |
| E 25  | WXYZ | 10/15/12          | 10/15/12        | Monday Prime C<br>Castle                 | CM    | 10-11pm Monday  | M- - - - -   | :30 | 1                 | \$5,000.00  | P-3 | 0.00          | NM   | 1      | \$5,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                 |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |



WXYZ

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Contract / Revision **305672** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 07/24/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1540 Week 4**

|        |      |                   |                 |   |       |                 |         |     |                   |             |     |               |      | Totals |             |
|--------|------|-------------------|-----------------|---|-------|-----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| Ln     | Ch   | Start             | End             | Inventory Code                                      | Break | Start/End Time  | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount      |
| E 25   | WXYZ | 10/15/12          | 10/15/12        | Monday Prime C Castle                               | CM    | 10-11pm Monday  | M-----  | :30 | 1                 | \$5,000.00  | P-3 | 0.00          | NM   | 1      | \$5,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 10/15/12          | 10/21/12        | M-----  |       |                 |         |     | 1                 | \$5,000.00  |     | 0.00          |      |        |             |
| E 26   | WXYZ | 10/09/12          | 10/09/12        | Tuesday Prime C Private Practice                    | CM    | 10-11pm Tuesday | -T----- | :30 | 1                 | \$5,000.00  | P-3 | 0.00          | NM   | 1      | \$5,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 10/08/12          | 10/14/12        | -T-----   |       |                 |         |     | 1                 | \$5,000.00  |     | 0.00          |      |        |             |
| E 27   | WXYZ | 10/11/12          | 10/11/12        | Thursday Prime A Last Resort                        | CM    | 8-9pm Thursday  | ---T--- | :30 | 1                 | \$4,000.00  | P-3 | 0.00          | NM   | 1      | \$4,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 10/08/12          | 10/14/12        | ---T---   |       |                 |         |     | 1                 | \$4,000.00  |     | 0.00          |      |        |             |
| E 28   | WXYZ | 10/12/12          | 10/12/12        | Friday Prime C 20/20                                | CM    | 10-11pm Friday  | ----F-- | :30 | 1                 | \$4,000.00  | P-3 | 0.00          | NM   | 1      | \$4,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 10/08/12          | 10/14/12        | ----F--   |       |                 |         |     | 1                 | \$4,000.00  |     | 0.00          |      |        |             |
| E 29   | WXYZ | 10/13/12          | 10/13/12        | ABC Saturday Night Foot<br>ABC's Saturday Night Foc | CM    | SA 8pm-1130pm   | -----S- | :30 | 1                 | \$3,000.00  | P-3 | 0.00          | NM   | 1      | \$3,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 10/08/12          | 10/14/12        | -----S-   |       |                 |         |     | 1                 | \$3,000.00  |     | 0.00          |      |        |             |
| E 30   | WXYZ | 10/14/12          | 10/14/12        | Sunday Prime C Revenge                              | CM    | 9-10pm Sunday   | -----S  | :30 | 1                 | \$5,000.00  | P-3 | 0.00          | NM   | 1      | \$5,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |      | 10/08/12          | 10/14/12        | -----S  |       |                 |         |     | 1                 | \$5,000.00  |     | 0.00          |      |        |             |
| Totals |      |                   |                 |   |       |                 |         |     |                   |             |     |               |      | 71     | \$70,600.00 |